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P3 PURE, LLC

Profit and Loss

January 2024

	TOTAL
Income	
40000 Sales	
41000 Product Sales	
41025 Wholesale Product Sales	20,007.54
Total 41000 Product Sales	20,007.54
48000 eCommerce	
48025 eCommerce Refunds& Returns	-14.00
Total 48000 eCommerce	-14.00
49100 Retail Sales	
49110 Walmart	652.23
Total 49100 Retail Sales	652.23
Total 40000 Sales	20,645.77
Total Income	\$20,645.77
Cost of Goods Sold	
50005 Cost of Goods Manufactured	
51000 Direct Labor	
51005 Contract Labor	15,390.00
51010 Employee Benefits	61.65
Total 51000 Direct Labor	15,451.65
Total 50005 Cost of Goods Manufactured	15,451.65
Total Cost of Goods Sold	\$15,451.65
GROSS PROFIT	\$5,194.12
Expenses	
62000 G&A Expenses	
62005 Admin Compensation	
62015 Employee Benefits - Health/Dis	-172.83
Total 62005 Admin Compensation	-172.83
63010 Bank Charges	20.79
63035 Dues and Subscriptions	207.78
64070 Office Expense	
64085 Office Expense-Other	172.80
64095 Supplies & Materials	200.00
Total 64070 Office Expense	372.80
64110 Professional Fees	
64115 Accounting Professional Fees	3,927.50
64125 Legal Professional Fees	935.00
Total 64110 Professional Fees	4,862.50
64135 Taxes	
64140 Other Tax	60.56
Total 64135 Taxes	60.56

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	TOTAL
64155 Technology Expenses	
64165 Software License Expense	5,380.46
Total 64155 Technology Expenses	5,380.46
64170 Travel Expense	
64175 Airfare	536.38
64180 Car Rental	327.65
64185 Hotel & Lodging	852.12
Total 64170 Travel Expense	1,716.15
68091 Storage and Warehousing	182.00
Total 62000 G&A Expenses	12,630.21
66000 Marketing & Sales	
66010 Advertising	
66015 Amazon Advertising	2,222.76
Total 66010 Advertising	2,222.76
66075 Contract Labor	4,000.00
66100 Merchant Fees	
66115 Merchant Fees - Wholesale	363.85
Total 66100 Merchant Fees	363.85
66140 Software License- Sales and Marketing	4,418.13
66145 Training & Education	108.24
Total 66000 Marketing & Sales	11,112.98
68060 Support	
68085 Contract Labor - Customer Support	3,350.00
Total 68060 Support	3,350.00
Uncategorized Expense	423.86
Total Expenses	\$27,517.05
NET OPERATING INCOME	\$ -22,322.93
Other Income	
Credit Card Rewards	100.00
Total Other Income	\$100.00
Other Expenses	
70015 Interest Expense	848.78
Total Other Expenses	\$848.78
NET OTHER INCOME	\$ -748.78
NET INCOME	\$ -23,071.71

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Profit and Loss

February 2024

	TOTAL
Income	
40000 Sales	
41000 Product Sales	358.66
41025 Wholesale Product Sales	64,543.90
Total 41000 Product Sales	64,902.56
48000 eCommerce	
48025 eCommerce Refunds& Returns	-32.72
Total 48000 eCommerce	-32.72
49100 Retail Sales	
49110 Walmart	255.78
Total 49100 Retail Sales	255.78
Total 40000 Sales	65,125.62
Total Income	\$65,125.62
Cost of Goods Sold	
50005 Cost of Goods Manufactured	
51000 Direct Labor	
51005 Contract Labor	4,500.00
Total 51000 Direct Labor	4,500.00
Total 50005 Cost of Goods Manufactured	4,500.00
Total Cost of Goods Sold	\$4,500.00
GROSS PROFIT	\$60,625.62
Expenses	
62000 G&A Expenses	
62005 Admin Compensation	
62015 Employee Benefits - Health/Dis	-104.75
Total 62005 Admin Compensation	-104.75
63010 Bank Charges	19.41
63035 Dues and Subscriptions	140.72
64070 Office Expense	
64095 Supplies & Materials	100.00
Total 64070 Office Expense	100.00
64110 Professional Fees	
64115 Accounting Professional Fees	300.00
Total 64110 Professional Fees	300.00
64135 Taxes	
64140 Other Tax	1.37
Total 64135 Taxes	1.37
64155 Technology Expenses	
64165 Software License Expense	883.39
Total 64155 Technology Expenses	883.39

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February 2024

	TOTAL
64170 Travel Expense	
64190 Meals	64.58
64205 Taxi & Transportation Costs	49.53
Total 64170 Travel Expense	114.11
Total 62000 G&A Expenses	1,454.25
66000 Marketing & Sales	
66010 Advertising	
66015 Amazon Advertising	1,830.86
Total 66010 Advertising	1,830.86
66075 Contract Labor	2,000.00
66100 Merchant Fees	
66115 Merchant Fees - Wholesale	278.92
Total 66100 Merchant Fees	278.92
66140 Software License- Sales and Marketing	3,838.85
Total 66000 Marketing & Sales	7,948.63
67000 Payroll Expenses	
67020 Wages	7,564.94
Total 67000 Payroll Expenses	7,564.94
68000 Shipping & Handling	6,567.16
68060 Support	
68085 Contract Labor - Customer Support	1,675.00
Total 68060 Support	1,675.00
Total Expenses	\$25,209.98
NET OPERATING INCOME	\$35,415.64
Other Income	
70005 Other Income/Expense	275.00
Credit Card Rewards	1,475.00
Total Other Income	\$1,750.00
Other Expenses	
70015 Interest Expense	2,081.39
Total Other Expenses	\$2,081.39
NET OTHER INCOME	\$ -331.39
NET INCOME	\$35,084.25